

## Message Text

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INFO OCT-01 EUR-12 EA-10 ISO-00 EB-07 PA-02 PRS-01 USIA-15

INR-07 /055 R

DRAFTED BY COM/BEWT/TPD/562/JROBINSON/LWH

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FM SECSTATE WASHDC

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AMEMBASSY OTTAWA

AMEMBASSY ROME

AMEMBASSY PARIS

AMEMBASSY BRUSSELS

AMEMBASSY LONDON

AMEMBASSY STOCKHOLM

AMEMBASSY TOKYO

AMEMBASSY VIENNA

INFO AMEMBASSY MOSCOW

AMEMBASSY WARSAW

AMEMBASSY PRAGUE

AMEMBASSY BUDAPEST

AMEMBASSY BUCHAREST

AMEMBASSY SOFIA

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E.O. 11652: N/A

TAGS: BEXP, XG, CA, JA

SUBJECT: RESEARCH PROJECT ON EAST-WEST TRADE PROMOTION

1. THE COMMERCE DEPARTMENT (BUREAU OF EAST-WEST TRADE) IS GATHERING DATA FOR USE IN ITS NEXT BUDGET SUBMISSION TO CONGRESS. POSTS' COOPERATION IS REQUESTED IN PROVIDING INFORMATION REGARDING HOST COUNTRY'S EFFORTS TO PROMOTE TRADE IN BULGARIA, CZECHOSLOVAKIA, GDR, HUNGARY, POLAND, ROMANIA, USSR AND THE PRC FOR FY 74 AND FY 75.

2. TO THE EXTENT PRACTICABLE, WE WISH TO SECURE DETAIL REGARDING ADDRESSEE COUNTRIES' EFFORTS TO PROMOTE TRADE IN EASTERN EUROPE AND THE SOVIET UNION. ACCORDINGLY, WE REQUEST YOUR ASSISTANCE IN OBTAINING AS MUCH OF THE INFORMATION LISTED BELOW AS HOST COUNTRIES ARE WILLING TO DIVULGE AND WHICH CAN BE COLLECTED WITHOUT DISPROPORTIONATE EFFORT. PLEASE REPORT READILY AVAILABLE INFO BY APRIL 30. FOLLOW-UP INFO NEEDED BY MAY 23.

3. TOTAL EXPORT PROMOTION BUDGET OF HOST COUNTRY.

4. EXPORT PROMOTION BUDGET FOR EACH OF THE EASTERN EUROPEAN COUNTRIES, USSR, AND PRC.

5. QUANTITY AND TYPES OF TRADE PROMOTION EVENTS SPONSORED BY HOST COUNTRY IN THESE COUNTRIES, AND AN ASSESSMENT OF THEIR RELATIVE EFFECTIVENESS IN STIMULATING EXPORTS.

6. TYPES AND AMOUNTS OF GOVERNMENT SUPPORT IN THE FORM OF SPECIAL SERVICES OR SUBSIDIES AND THE TERMS OF PARTICIPATION THAT INDIVIDUAL COMPANIES MUST ADHERE TO IN GOVERNMENT-SPONSORED TRADE PROMOTION EVENTS SUCH AS INTERNATIONAL FAIRS, SOLO EXHIBITION, TRADE MISSIONS, TECHNICAL SALES-SEMINARS, SMALL TRAVELING EXHIBITIONS, INCOMING TRADE MISSIONS, CATALOG SHOWS, JOINT VENTURE EXHIBITIONS, ETC.

7. INFORMATION ON OTHER (EXPERIMENTAL) TRADE PROMOTION TECHNIQUES USED TO PENETRATE PARA 2 MARKETS.

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8. NOTES ON NUMBERS OF COMMERCIAL OFFICERS STATIONED IN PARA 2 COUNTRIES, THE NUMBER OF PERMANENT TRADE CENTERS MAINTAINED IN PARA 2 COUNTRIES, AND COMMENTS ON THE EFFECTIVENESS OF THESE CENTERS.

9. INFORMATION ON WHETHER EAST-WEST TRADE IS RECEIVING ENHANCED GOVERNMENT SUPPORT IN BUDGETARY AND OTHER FORMS.

10. SPECIFIC QUESTIONS: (A) WHAT SUCCESS HAVE THE CANADIANS HAD WITH THEIR INCOMING TRADE MISSION PROGRAM FROM THESE COUNTRIES? (B) WHAT KINDS OF TECHNIQUES HAS THE U.K. USED TO PROMOTE TRADE IN THE U.S.S.R., OUTSIDE OF MOSCOW, AND HOW SUCCESSFUL HAVE THEY BEEN? (C) HOW DO

THE BENEFITS OF WEST GERMANY'S GOVERNMENT/PRIVATE COOPERATION IN TRADE PROMOTION EVENTS REACH THE PARTICIPATING COMPANIES?

11. FOR BONN - WOULD APPRECIATE ANY INFORMATION ADDITIONAL TO THAT PROVIDED TREICHEL LAST WEEK BY FRG OFFICIALS, PARTICULARLY DATA WHICH MAY BE AVAILABLE FROM "MESSE-REFERAT- OF ECONOMICS MINISTRY.

12. THE COMMERCE DEPARTMENT CONDUCTED RESEARCH IN 1971 AND 1973 ON U.S. COMPETITOR NATION EXPORT PROGRAMS. WE ARE FOCUSING ON THE AMOUNT AND TYPES OF TRADE PROMOTION ACTIVITIES SPECIFICALLY DIRECTED TOWARDS THE PARA 2 COUNTRIES.

13. WE RECOGNIZE THAT EITHER NO TIME OR INSUFFICIENT TIME MAY HAVE BEEN ALLOCATED IN FY 1975 CCPS FOR THIS STUDY WHERE IT WOULD BE NECESSARY FOR AN ADDRESSEE TO MODIFY ITS CCP IN ORDER TO COMPLETE THIS REPORT, POST SHOULD CABLE WASHINGTON ACTION STAFF WITH RECOMMENDATIONS FOR CHANGES IN THE CCP. POST WILL THEN BE ADVISED WHETHER OR NOT TO PROCEED WITH THE STUDY.

14. REFERENCE TO PREVIOUS REPORTING ANSWERING ANY OF ABOVE QUESTIONS WILL SUFFICE. (CITE MESSAGE TYPE, NUMBER AND DATE.) IF LOCAL PUBLICATION PROVIDES SIGNIFICANT UNCLASSIFIED

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PORTION OF INFO REQUESTED, AIR POUCH COPY TO: J. ROBINSON, BUREAU EAST-WEST TRADE, ROOM 4825, DEPARTMENT OF COMMERCE CABLE NAME OF PUBLICATION; TYPE DATA PROVIDED AND DATE OF POUCH DISPATCH. IN

## Message Attributes

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**Review Authority:** woolflhd  
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**Secure:** OPEN  
**Status:** NATIVE  
**Subject:** RESEARCH PROJECT ON EAST-WEST TRADE PROMOTION  
**TAGS:** BEXP, XG, CA, JA  
**To:** BONN MULTIPLE  
**Type:** TE  
**Markings:** Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 05 JUL 2006